



KSTU
5020 W. Amelia Earhart Dr.
Salt Lake City, UT 84116
(801)532-1300

CONTRACT

<u>Contract / Revision</u> 586586 /		<u>Alt Order #</u>
<u>Product</u> Matheson for Congress 2012		
<u>Contract Dates</u> 10/29/12 - 11/06/12		<u>Estimate #</u> 12917
<u>Advertiser</u> Matheson/D/Congress		<u>Original Date / Revision</u> 10/25/12 / 10/25/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSTU	<u>Account Executive</u> Kent Carbon	<u>Sales Office</u> Salt Lake City
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Media Strategies & Research
1580 Lincoln St
Suite 510
Denver, CO 80203

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	13	10/29/12	11/02/12	M-F 7a-8a	7a-8a		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1--1--				2	\$600.00			
N 2	13	10/29/12	11/02/12	M-F 8a-9a	8a-9a		:30			NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-1-1--				3	\$600.00			
N 3	13	11/03/12	11/03/12	Sa 7a-9a	7a-9a		:30			NM	1	\$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$470.00			
N 4	13	11/04/12	11/04/12	Su 7a-9a	7a-9a		:30			NM	1	\$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$470.00			
N 5	13	11/05/12	11/05/12	M-F 9a-10a	9a-10a		:30			NM	1	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$220.00			
N 6	13	10/29/12	11/02/12	M-F 11a-12p	11a-12p		:30			NM	1	\$195.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$195.00			
N 7	13	10/29/12	11/05/12	M-F 9p-1005p	9p-1005p		:30			NM	5	\$13,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-111--				4	\$2,600.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$2,600.00			
N 8	13	11/03/12	11/03/12	Sa 9p-1005p	9p-1005p		:30			NM	1	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----1-				1	\$880.00			
Totals											15	\$18,235.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/05/12	15	\$18,235.00	\$15,499.75
Totals	15	\$18,235.00	\$15,499.75

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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<u>Contract / Revision</u>	<u>Alt Order #</u>
586586 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/29/12 - 11/06/12	Matheson for Congress	12917

<u>Advertiser</u>	<u>Original Date / Revision</u>
Matheson/D/Congress	10/25/12 / 10/25/12

Signature: _____

Date: _____

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Station Order Revised Add to Schedule Matheson for Congress 2012

Market: Salt Lake City-Ogden

Estimate ID

Flight Dates: Monday, October 29, 2012 to Tuesday, November 06, 2012

12917

Contact: Kent Carbon

Phone: 801-532-1300

Email: kent.carbon@fox13now.com

Fax: 801-536-1334

Direct: 801-536-1338

KSTU-TV

Program Name	DP	Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
					Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
KSTU 7a News	EM	M-F		\$600.00		1			1					2
7:00 AM 8:00 AM		30		\$1,200.00										
Sold Out at LUR per KSTU. Lowest Rate to Clear														3
KSTU 8a News	EM	M-F		\$600.00	1		1		1					
8:00 AM 9:00 AM		30		\$1,800.00										
Sold Out at LUR per KSTU. Lowest Rate to Clear														1
Saturday 7a News	EM	Sa		\$470.00						1				
7:00 AM 9:00 AM		30		\$470.00										
Sold Out at LUR per KSTU. Lowest Rate to Clear														1
Sunday 7a News	EM	Su		\$470.00							1			
7:00 AM 9:00 AM		30		\$470.00										
Sold Out at LUR per KSTU. Lowest Rate to Clear														1
Live with Kelly	DT	M-F		\$220.00								1		
9:00 AM 10:00 AM		30		\$220.00										
Sold Out at LUR per KSTU. Lowest Rate to Clear														1
KSTU 11a News	DT	M-F		\$195.00	1									
11:00 AM 12:00 PM		30		\$195.00										
Sold Out at LUR per KSTU. Lowest Rate to Clear														5
KSTU 9p News	LN	M-F		\$2,600.00	1		1	1	1			1		
9:00 PM 10:00 PM		30		\$13,000.00										
Sold Out at LUR per KSTU. Lowest Rate to Clear														1
Saturday 9p News	LN	Sa		\$880.00						1				
9:00 PM 10:00 PM		30		\$880.00										
Sold Out at LUR per KSTU. Lowest Rate to Clear														15
Station Gross Totals					\$18,235.00	3	1	2	1	3	2	1	2	

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastrategies.com

Date/Time Sent: 10/25/2012 3:55:23 PM

KSTU-TV

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